

GOOD LIVING

DOES NOT COME HIGH IF YOU KNOW WHERE TO BUY.

Imagination influences more PEOPLE in their buying than good, hard sense. They imagine that a house like

Sol Cahn & Co's

because they have a big store—do a big business—keep only the best—must of necessity be high priced.

And this is just where they fall in their reasoning powers. We price our goods at a figure no higher and often less than inferior goods are offered.

We make no claims that we do not live up to.

We keep only one grade, and that's always the best—or your money back.

We want the trade of exacting and discriminating house keepers.

Sol Cahn & Co.

The Pure Food Store.

Southwest Corner Palafox and Intendencia

Phones 1488

Steamer Monarch

Will Make Two Trips

LIFE SAVING STATION SUNDAY.

Boat Leaves 10 a. m. and 3 p. m. REFRESHMENTS ON BOARD BOAT LEAVES PROMPTLY. M. J. FLORES, Manager.

HURRY TO THIS SALE

Now you'll have to hurry. Our

Great Oxford Sale

is drawing to a close. It will last but three days longer.

People who have taken advantage of our unusual offers and supplied themselves with Oxfords will wear a smile of satisfaction. People who have not, will have a grudge against themselves for some time to come.

This is the Last Call to this

Great Oxford Sale

You'll not have such an opportunity for a long time, so don't let this chance escape you. You can make a little money feel big here now.

Remember, Tuesday, July 31, is the last day.

Boston Shoe Store

117 S. Palafox St.

PEOPLE and EVENTS

Seen, Heard and Done Among Those Who Go, Come and Tarry Women and Society, Here and Elsewhere.

By E. NELLIE BECK. Telephone 669.

A STORM PARTY FOR MRS. PETER BELL.

A party of friends who "Stormed" Mrs. Peter Bell in her handsome new residence, found that lady had got an inkling of their plans and had prepared for their reception.

Mrs. Willie Smith had arranged and chaperoned the crowd, and the evening proved a mutually pleasant one in addition to the town guests, there were also a number from Warrington, making altogether quite a house full.

The rooms were all handsomely decorated, but the dining room was especially festive in its red zenias and ferns.

Miss Ivy Smith served the punch from the large dining table with its sparkling cut glass and shining silver, various courses, including sandwiches, cakes, iced drinks and melons, were hospitably served, by a group of ladies and girls, hostess and guests all in cool and pretty summer gowns.

After the singing and other music—Mrs. Bell the hostess rendering a number of beautiful solos—was over they cleared the spacious hall and had dancing until the midnight hour.

Mr. and Mrs. Bell leave soon on an extended trip.

MISS CUSACH'S BIRTHDAY WAST MOST ENJOYABLE.

Miss Katie Cusach will long remember Friday, the day she was "sweet sixteen," as a very happy anniversary. And so will her guests, a number of whom she charmingly entertained with dancing and games.

The parlor was decorated in green and white, and the halls and dining room in red and green. Delicious punch, ice cream, cakes and fruits were served. Mrs. Cusach was assisted in serving by Mrs. E. J. Miller while Mrs. J. R. Stubbs served the punch.

Miss Katie received a number of gifts from friends and relatives with whom she is very popular.

GIRLS FRIENDLY CONCERT THURSDAY EVENING IN THE Y. M. C. A. ROOMS HAD LARGE ATTENDANCE.

The Girls Friendly Concert—the first of the monthly entertainments planned by the Daughters of the King—was largely attended and universally enjoyed.

Each entertainment is to be arranged by one individual member, and this very successful one was gotten up by Miss Carrie Horsler and Miss Mildred Anderson was the accompanist.

The Daughters feel greatly indebted to all who assisted them. The Y. M. C. A. instructors were very kind, and gave interesting examples of their physical culture work and of Indian Club swinging. The swinging of the colored lanterns in the darkened room was very beautiful and effective.

Prof. McGee's little eight years old son captured everybody by his work alone and with his father.

All the ministers in town assisted in distributing the invitations, and Dr. Calloway of the First Baptist church announced the program, with which the fine audience—made up of people from the remotest suburbs and bay front fairly packing the gallery—was well pleased.

Admire program of piano music by Miss Carrie Horsler and songs by Mrs. Post and Miss Beatrice White and duet by Mr. "Cricket" White and sister Miss May Claire White and readings by the "White Sisters," Miss Beatrice Z. and Miss Olga. The children and young people were especially delighted with Miss Olga White's readings.

The ladies in charge are much pleased and encouraged by this auspicious beginning.

In connection with this work, they have organized a weekly sewing school for girls and will expand their training as the opportunity presents.

FRIDAY EUCHEME MET WITH MRS. WILL FERGUSON.

The Friday Eucheme met with Mrs. Willie Ferguson on East Gadsden and spent a pleasant evening. Punch and other refreshments were served in the small dining room, while the card tables were placed in the large dining room.

Mrs. J. G. Ylstra won the first prize, Mrs. Vincent Parilla the consolation, Mrs. George Hoffman the lone hand, and Mrs. A. A. Dooley the booby.

The next meeting will be with Mrs. Charles Rupert on East Wright.

MRS. OERTING'S BENEFIT FOR THE PEARL EAGAN HOME WAS A FINANCIAL SUCCESS AND TREAT FOR CHILDREN.

Mrs. M. McK. Oerting's peanut hunt and lawn party for the benefit of the Pearl Eagan Home for children Friday afternoon from 2:30 until 6 o'clock, was a gratifying success in every way.

The snug sum of \$15, and possibly more, was netted, and Mrs. Oerting is enthusiastic in praise of the liberal and generous response with which all her efforts in behalf of the Home always meet.

The matron and the children of the Home were her special guests, Mr. Leadley and Mr. Semmes of the Terminal Company, furnishing free transportation for them for the round trip.

Mr. George Clutter sent a large phonograph for the afternoon.

Miss Bessie Lindstruth donated a ruby ring which was won in the peanut hunt by little Miss Mattie Astar of the Home.

Marston & Quina contributed a Japanese table which was won by little Miss Thelma Jernigan of the Home.

Miss Johnnie Mae Dunn won a cut

The Journal's Daily Fashion Feature.



PRETTY SEPARATE WAIST MODEL.

The revival of the separate silk waist of dress intent which has characterized mid-summer fashion is responsible for a number of novel and charming designs, one of the most favored of which is that of the illustration. The original of this model was in a water green chiffon taffeta, trimmed with Mechlin and Valenciennes lace and worn with an accordion pleated skirt of black voile, belted with black satin girde foundation. Shirt waist lines are suggested in the back and the front of the waist by the Gibson shoulder tucked stitched to yoke depth. The fastening, though made in the center back, is simulated in the front by the double row of tiny brass buttons set on at the bust line

between the stitched bands of the silk, running from shoulder to waist-knee. These are given the necessary body by a foundation of light weight princess haircloth, which is likewise used in the turnback cuff of the elbow length sleeve finished with a deep cuff of numerous rows of Valenciennes insertion, finished with edging. The little pointed yoke or chemise and high collar are also made of the Val. insertions, the Mechlin lace forming the collarlike yoke, edged with Valenciennes. This waist would be splendid for mourning wear made up in soft taffetas or China silk and trimmed with Val. or a similar fine lace.

glass bottle of perfume that had been donated for the purpose, and generously presented it to little Miss Sybil Grubbe of the Home.

Mr. J. F. Davis contributed a scarf pin which was won in the hunt by Master Charlie Soderquist.

In addition to the prizes, each girl received a souvenir gift of a doll and each boy a ball, big marble, a game of dominoes or checkers, a collar button, or a necktie.

The hidden peanuts were gilded and strung together in clusters on baby ribbon, or in the form of dolls dressed in Chinese or Japanese costumes.

Ice cream, cakes, and lemonade were served on small tables in the hall, on the gallery and on the lawn. Mrs. Mary Levy and Mrs. Eugene Arborea assisted Mrs. Oerting in entertaining the grown people and amusing the children.

Hansen & Peterson donated a five pound box of candy which was distributed among the children.

Altogether it was not only a success otherwise, but it was a happy day for

all the children. It was a glorious treat for the little folks from the Home especially and they conducted themselves so beautifully that the hostess said it was a pleasure to have them and that they certainly reflected credit upon the matron Mrs. Austin who is training them.

TRIO OF PLEASANT PEOPLE HAVE GONE TO CHICAGO.

Mr. and Mrs. L. J. Jensen, who with their lovely niece Miss Clara Jensen, of Chicago, have been the guests of Mr. and Mrs. James Hansen 406 East Cervantes since they sold their own beautiful home on Lakeview avenue, left Friday noon with their niece for her home in Chicago.

Friends and neighbors generally regretted to see Mr. and Mrs. Jensen leave, but trust that the change may greatly benefit Mr. Jensen's health, so that they will return for the winters at least.

Miss Clara Jensen, who is devoted to her uncle and aunt, has won a special place in the affections of their friends, and in the regard of all who have met her during her visits to them, by her charming personality, while her beautiful voice attracted to her all lovers of vocal music, and her early return will be anticipated with pleasure.

GIRLS SURPRISE MR. WILSON.

A party of young girls surprised Mr. Lawrence Wilson at his home on East Gregory Thursday night, to celebrate his sixteenth birthday. Everybody had a jolly good time. There were refreshments and games on the lawn which was gay with Japanese lanterns, and numerous tokens of friendship helped to mark the happy occasion.

Those present were Misses Mary and Florrie White, Irene and Nellie Gilmore, Eva Belle Rivers, Gladys Smith, Della Mitchell, Ida Mirabella, Eda Oleson, Robinson, Mr. and Mrs. Volk, and Messrs. Arthur O'Neal, Shepard Cobb, Dykes, Cecil Wilson, Ollie Everett, Everett Smith, John Robinson, Louis Childerson, Joe Wise C. R. Burgoyne, and Louis Alfred.

THE RECEPTION FOR THE PASTOR AND BRIDE WAS A CHARMING AFFAIR.

The reception by the ladies of the Palafox church for Rev. J. Barney Butler and his bride, formerly Miss Williams of Nashville, Tenn., was a charming affair.

The interior of Mrs. J. R. Saunders' handsome home is stately and colonial throughout with beautiful frescoed walls, so that very little decoration was needed.

At the front door the guests were

met by a committee of charmingly gowned women of the congregation: Mrs. W. J. Hannah, Mrs. T. V. Hannah, Mrs. T. J. Welsh, Mrs. T. A. Jennings, Mrs. A. M. McMillan, Mrs. "Dick" McAllister, Mrs. Harry Rockhill, Mrs. W. R. Merriweather, Mrs. R. H. Favourite, Mrs. J. R. Roberts and Mrs. O. E. McReynolds, who ushered them through the broad hall where great vases of daisies were the flowers, to the library at the left which had been fairly embowered in ferns and palms to frame the receiving line. In line were Rev. and Mrs. Butler, Rev. and Mrs. B. C. Glenn Rev. and Mrs. Sylvester Weeks, Rev. and Mrs. A. F. Rogers, Rev. W. Q. Vreeland, Rev. and Mrs. George W. Carpenter, Mr. and Mrs. J. R. Saunders, Mrs. W. L. Wittich, and Mrs. F. E. Brawner.

From the receiving line to the dining room the guests were ushered by Mrs. J. M. Finn, Mrs. J. C. Pebley Mrs. A. B. Zelius and Mrs. Sallie Hall.

In the dining room the serving committee was Mrs. Will C. Mackey, Miss Annie McMillan, Mrs. DeLand, Misses Daisy McAllister, Olive and Clara Andrews, Nell and Ruth Glenn, Miss Mary Wittich, Eulalie Hutchinson, Estelle and Bessie Langford, Kate Connors, Katie Hall, Willie Etheridge, Alice Griffin, and Florence Mae Holden, who dispensed a graceful and cordial hospitality.

Everyone seemed enthusiastic about the bride, her charming manner and gracious cordiality; her tasteful and becoming green silk gown all came in for complimentary comment, showing that the "new minister's wife" has won her husband's flock.

Dr. Sibley of the First Presbyterian church, and Dr. and Mrs. Calloway of the First Baptist church were among the callers, all of whom were cordially received by the guest of honor.

MISS ROSASCO GOING TO TOUR THE CONTINENT.

After a most delightful and interesting visit to New England, Misses Ada and Anna Rosasco will leave Boston Monday for New York to meet the ocean liner Cartathia which sails for Europe July 31.

Their friends and relatives wish the young ladies bon voyage with a safe arrival and not too distant return to their native land.

A LOVELY TALLYHO RIDE TO OLIVE AND RETURN.

A lovely Tallyho ride was given Thursday night by a number of boys for their girl friends, leaving town at 6 o'clock going out to Olive, Fla., a surprise to Miss Alice Goodhue.

The surprise was complete but Miss Goodhue is a charming girl and was quite equal to the occasion. Their beautiful home was at once illuminated. Dancing was enjoyed on the spacious veranda which extends all around the house while singing and music was kept up in the parlor.

All assembled in the dining room about 10:30 and enjoyed an elegant supper; it was indeed a merry bevy of young people.

Miss Goodhue leaves for her home in Chicago in a few days and it was with sincere regret that the party bade her goodnight and goodbye hoping she will return in the near future.

The girls enjoying this lovely compliment were Misses Ethel Scholls, Frances Swaine, Susie Scholls, Clementine Philippi of Jacksonville, Veronica McHugh, Rosa Scholls, Sarah and Margaret McHugh, Natalie Henican of New Orleans, Hazel Maneely, Ella and Ethel Broughton, Anna Sarra, Blanche McHugh, Miss Marche of Mobile, chaperoned by Mrs. McHugh.

The young men were Messrs. Ernest McVoy, Malcolm Broughton, George Hargess, Joe McHugh, Differ Duffy, Louis Rady, Willie Merritt, and B. M. Bonifay of Roberts.

MRS. RICHARDSON'S PARTY FOR RHIER PRETTY NIECES.

Mrs. A. J. Richardson gave a party Friday night for her nieces Misses Nevada and Alice Grove, pleasantly entertaining with music and games until 11 o'clock.

Those present were Misses Emma and Eva Cravey, May and Mamie Malone, Viola and Lillie Simmons, Lillian Harris, Myrtle and Clara Willock, Mrs. Frank and Fred Richardson, Henderson, Jesse Simmons, Claude Harris, El Chestnut, and Cecil Hovey.

Miss Mayne Farrell of Mobile, is expected to arrive this evening to spend a few weeks with Mrs. George Hoffman.

Miss Edna Smith's friends will be glad to learn that she is rapidly improving, is about the house and able to see visitors.

Mrs. H. T. Maneely is in Columbia, S. C. where she will be joined by her daughter Mrs. J. Bennett, and together spend the summer in the mountains of North Carolina.

Mrs. Williams, of Nashville, Tenn., mother of Mrs. J. Barney Butler arrived Thursday evening and is with her son and daughter—Rev. and Mrs. Butler at the residence of Mrs. Sellers on East Gregory.

Mrs. R. O. Bromagin of Bloomington, Ill., and little daughter Alma, arrived Friday evening on an extended visit to Mrs. J. B. Lansberg 408 West Romana.

Mrs. W. H. McKinney and daughter—Miss Belle and Miss Lessie, left Saturday to visit her mother Mrs. A. E. Williams in Graceville.

Mrs. T. S. Sowell arrived Wednesday night on a visit to friends and relatives. Mr. Sowell arrived Saturday afternoon.

Miss Christina Kelly returned Friday from a three week's trip through Alabama.

Mrs. Walter Jones leaves Monday night for New Orleans to visit friends and relatives for a month or so.

Mr. and Mrs. W. C. Norman left Tuesday night to spend a few weeks in Joplin, Mo.

The September festivities will open it is said, with a high noon wedding. The groom is a young professional man of New Orleans, and the bride's

PRICES KNOCKED

INTO

SMITHEREENS

Scattered to the four winds of heaven.

BOTTOM OUT!

Not a whole price left in our store during our big

REMODELING SALE!

We are cutting, slashing and resorting to the most desperate methods within our power to REDUCE STOCK.

HOW ARE THESE PRICES FOR DEEP CUTS

Ladies' Oxfords and Shoes.

\$4.00 Patent Kid Oxford, Cuban heels, Blucher turn and welt sole, Remodeling Price.....\$3.20
\$4.00 All Patent Blucher Oxford, French heels, large eyelets, silk laces, Remodeling Price.....\$3.10
\$3.50 Patent, 3-button Oxford, dull top, welt sole, Cuban heels, Remodeling Price.....\$2.75
\$3.00 All Patent Blucher Oxford, heavy and light soles, Cuban heels, Remodeling Price.....\$2.40
\$3.00 Patent Blucher Oxford, plain toe, Cuban heel, ribbon laces, Remodeling Price.....\$2.25
\$2.50 Patent Blucher and Button Oxford, light soles, Cuban heels, Remodeling Price.....\$1.95
\$3.50 Gun Metal Calf Oxfords, lace or button, Cuban heels, welt soles, Remodeling Price.....\$2.55
\$3.00 Gun Metal Calf Oxfords, Blucher, plain toe, Cuban heel, large eyelets, Remodeling Price.....\$2.05
\$2.50 Vici Kid Oxfords, large eyelets, Cuban heels, patent and leather tips, Remodeling Price \$1.95
\$2.00 Plain Kid Oxfords, several styles, now.....\$1.55
\$1.75 Vici Kid Oxfords, heavy and light soles, now.....\$1.35
\$1.50 Oxfords, several kinds and styles.....\$1.15

Boys', Youths' and Little Gent's Oxfords.

\$3.50 Patent Kid Blucher or Button, military heel, now.....\$2.75
\$3.00 Patent Blucher Oxfords, Swing last, now.....\$2.40
\$2.50 Oxfords, all styles, Remodeling Price.....\$1.90
\$2.00 Oxfords, all styles, Remodeling Price.....\$1.55
\$1.75 Oxfords, all styles, Remodeling Price.....\$1.45
\$1.50 Oxfords, all styles, Remodeling Price.....\$1.20

Men's Oxfords and Shoes

\$7.00 Edwin Clapp Oxfords and Shoes, now.....\$5.60
\$6.50 Edwin Clapp Oxfords and Shoes, now.....\$5.30
\$6.00 Edwin Clapp Oxfords and Shoes, now.....\$4.85
\$5.50 Edwin Clapp Oxfords and Shoes, now.....\$4.45

\$5.00 Oxfords and Shoes, all styles now.....\$3.95
\$4.00 Oxfords and Shoes, all styles now.....\$3.10
\$2.50 Oxfords and Shoes, all styles now.....\$2.75
\$3.00 Oxfords and Shoes, all styles now.....\$2.35
\$2.50 Oxfords and Shoes, all styles now.....\$1.95
\$2.00 Oxfords and Shoes, all styles now.....\$1.55
\$1.50 Work Shoes, all styles, now \$1.15
\$1.50—One lot of Black Kid Oxfords, now.....95c

Ladies' Tan Oxfords.

\$2.50 and \$2 Tan Oxfords, all styles, now.....\$1.50
\$1.75 Tan Oxfords, all styles, now \$1.10
\$1.50 Tan Oxfords, all styles, now 95c

Ladies' Strap Sandals.

\$3.50 (Patent Ideal Kid—two, three and cross strap Sandals, French and Cuban heels, Remodeling Price.....\$2.25
\$3.00 Patent Ideal Kid Strap Sandals, all styles, Remodeling Price.....\$1.90
\$2.50 Patent Strap Sandals, French and Cuban heels, Remodeling Price.....\$1.40
\$3.50 Gray Suede Pumps, Cuban heels, now.....\$2.50

Misses' and Children's Oxfords.

\$2.50 All styles and kinds, now.....\$1.95
\$2.00 All styles and kinds, now.....\$1.55
\$1.75 All styles and kinds, now \$1.35
\$1.50 All styles and kinds, now.....\$1.15
\$1.25 All styles and kinds, now.....\$1.00
\$1.00 All styles and kinds now.....80c

Infants' Oxfords.

\$1.50 Oxfords, all styles and kinds, now.....\$1.20
\$1.25 Oxfords, all styles and kinds, now.....\$1.00
\$1.00 Oxfords, all styles and kinds, now.....80c
75c Oxfords, all kinds and styles, now.....55c
50c Oxfords, all styles and kinds, now.....40c

And it's cut, cut, cut, all over our store. We are not going to tire you with a long advertisement about our big REMODELING CUT-PRICE SALE, but we beg of you to read what we write and fail not to visit our store during this sale.

MEYER SHOE CO.,

102 S. Palafox St.

Feet Furnishers For Folks.

(Continued on Page Fourteen)